

UNIVERSAL METHODS AND DEVICE FOR HAND-HELD PROMOTIONAL OPPORTUNITIES

**Inventors: Edward J. Koplar, Daniel A. Ciardullo, James G. Withers, and
Christopher E. Chupp**

Abstract of the Disclosure

A system is described for deriving benefits from the reception and processing of composite video signals from a display device **10** by a hand-held device **12**, such as a smart card, personal digital assistant ("PDA"), or mobile phone. Video signals are modulated with auxiliary data creating composite video signals. The users directs the hand-held device **12** toward display device **10** by placing leading edge **18** in the path of the video signal. The composite video signals are then transmitted to and received by a hand-held device **12**. Aiming light **24** and/or audio transducer **34** alert the user of hand-held device **12** that auxiliary data is being received. The auxiliary data is then utilized by hand-held device **12**.

In other embodiments of hand-held device **12**, the auxiliary data is received from a decoder box, which in turn transmits the information to device **12** by RF which may be received by the RF antenna **68** of the device.

The user receives benefits such as promotional opportunities resulting from the reception of the auxiliary data. Such opportunities are expressed on visual display **20**, which may include a series of lights **20a**, **20b**, **20c**, and/or **20d**, or an LCD **44**. The lights and LCD provide promotional opportunities which may be redeemable and conventional stores or via the Internet. Hand-held devices **12** are outfitted with a PCMCIA interface **70** or wireless Internet access to obtain such promotional activities on the Internet.

Hand-held device **12** may have housing **14** in various shapes to promote various promotional opportunities. On front surface **16** of the hand-held device may have indication of a sponsor **17**.